



WCNC  
1001 Wood Ridge Center Dr.  
Charlotte, NC 28217-1901

Innovative Advertising LLC  
403 North Columbia St.  
Covington, LA 70433-2919

## Contract # 855225

**Schedule Dates** 10/22/12-11/05/12  
**Advertiser** Robert Pittenger for Congress (38520)  
**Agency/T-Code** Innovative Advertising LLC (4802)/104599522  
**Product** Political - US House (1175)  
**Brand** 986 (177841)  
**Salesperson** House- WCNC, (1245)  
**Sales Office** WCNC-Charlotte  
**Buyer Name** Guerra,Heidi  
**Phone/Fax** /  
**CPE** 986  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 09/19/12  
**Last Modified** 09/19/12  
**Entered By** Melissa Welch  
**CO-OP** No  
**Headline #** Direct  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,623.75  
**Net Total** \$43,201.25  
**Sales Tax**

### Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Oct. 2012	31	\$21,140.00
Nov. 2012	47	\$29,685.00
<b>Grand Total:</b>	<b>78</b>	<b>\$50,825.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	5:58A- 6:58A (ET)	4	X	X	X	X	X			4	\$720.00	\$2,880.00	Charlotte (WCNC) (WCNC)		9/19/12
2.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	5:58A- 6:58A (ET)		1	1	1	1	1			5	\$720.00	\$3,600.00	Charlotte (WCNC) (WCNC)		9/19/12
3.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:58A- 6:58A (ET)		2							2	\$720.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
4.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	6:58A- 9A (ET)	4	X	X	X	X	X			4	\$720.00	\$2,880.00	Charlotte (WCNC) (WCNC)		9/19/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58A- 9A (ET)		1	1	1	1	1			5	\$720.00	\$3,600.00	Charlotte (WCNC) (WCNC)		9/19/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58A- 9A (ET)		2							2	\$720.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
7.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	9A- 10A (ET)	4	X	X	X	X	X			4	\$360.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
8.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	9A- 10A (ET)		1	1	1	1	1			5	\$360.00	\$1,800.00	Charlotte (WCNC) (WCNC)		9/19/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- 10A (ET)		2							2	\$360.00	\$720.00	Charlotte (WCNC) (WCNC)		9/19/12
10.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	10A- 11A (ET)	4	X	X	X	X	X			4	\$270.00	\$1,080.00	Charlotte (WCNC) (WCNC)		9/19/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	10A- 11A (ET)		1	1	1	1	1			5	\$270.00	\$1,350.00	Charlotte (WCNC) (WCNC)		9/19/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- 11A (ET)		2							2	\$270.00	\$540.00	Charlotte (WCNC) (WCNC)		9/19/12
13.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	4P- 4:59P (ET)	4	X	X	X	X	X			4	\$425.00	\$1,700.00	Charlotte (WCNC) (WCNC)		9/19/12
14.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	4P- 4:59P (ET)		1	1	1	1	1			5	\$425.00	\$2,125.00	Charlotte (WCNC) (WCNC)		9/19/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Charlotte (WCNC) (WCNC)**

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15.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4P- 4:59P (ET)		1							1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)		9/19/12
16.0	Normal Line / SPOT	10/24/12-10/24/12	3	:30	10P- Chicago Fire				1					1	\$2,160.00	\$2,160.00	Charlotte (WCNC) (WCNC)		9/19/12
17.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	10P- Chicago Fire				1					1	\$2,160.00	\$2,160.00	Charlotte (WCNC) (WCNC)		9/19/12
18.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	9P- Grimm						1			1	\$1,440.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
19.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	9P- Grimm						1			1	\$1,440.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
20.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	11P- 11:34P (ET)	4	X	X	X	X	X			4	\$1,035.00	\$4,140.00	Charlotte (WCNC) (WCNC)		9/19/12
21.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	11P- 11:34P (ET)	4	X	X	X	X	X			4	\$1,035.00	\$4,140.00	Charlotte (WCNC) (WCNC)		9/19/12
22.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- 11:34P (ET)		1							1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12
23.0	Normal Line / SPOT	10/22/12-10/26/12	3	:30	11:34P- 12:37A (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	Charlotte (WCNC) (WCNC)		9/19/12
24.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	11:34P- 12:37A (ET)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	Charlotte (WCNC) (WCNC)		9/19/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:34P- 12:37A (ET)		1							1	\$450.00	\$450.00	Charlotte (WCNC) (WCNC)		9/19/12
26.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	11P- 11:29P (ET)							1		1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12
27.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11P- 11:29P (ET)							1		1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12
28.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11:30P- 12A (ET)								1	1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12

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29.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11:30P- 12A (ET)								1	1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12

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Accepted-Agency/Advertiser:

Date:

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Comments: